



– We Know Irish life - We are Irish Life –

New Research from Irish Life Reveals Ireland's Social Media Habits

- **1 in 5 only post things on social media that make them look exciting**
- **40% of Irish people look at someone social media before they go on a date**
- **Nearly half don't know all of their Facebook friends personally**
- **Just 1 in 5 Irish people are friends with their Mammy on Facebook**

9th October, 2014 – Irish Life, Ireland's largest life insurance and pension company, today announced more findings¹ from its recent research for the launch of its new brand campaign entitled; *We Know Irish life – We are Irish Life*, which celebrates 75 years in business. The findings, which reveal Ireland's social media habits, are just a sample of 75 humorous and insightful facts which will feature throughout the campaign.

With over one million customers and 75 years of doing business in Ireland, Irish Life has a deep understanding of Irish people and their needs, and is best positioned to help them plan for their financial futures. The new brand campaign demonstrates this understanding in a humorous and engaging way.

Shining a spotlight on modern Ireland and Irish people's use of social media, the below statistics and facts unveiled by the research will feature in the new campaign:

- Only 55% allow themselves to be tagged in images on Facebook
- 43% of Irish people are friends with at least five colleagues on Facebook
- 37% only check-in on Facebook if they are somewhere interesting
- 40% of Irish people look at someone's social media before they go on a date
- Just 38% of Irish people know all of their Facebook friends personally
- 34% of Irish people hide their friends news feed if they post too many pictures of their pets/babies
- Only 28% read the terms and conditions for apps and social media

- 24% of Irish people have tried online dating
- 23% of Irish people have a Facebook 'cull' once a year
- 1 in 5 only post things on Facebook that make them look exciting
- 1 in 5 have never checked their privacy settings
- Only 15% only use LinkedIn when looking for a job
- Over 1 in 10 of Irish people have lied on an online dating profile

Speaking at the launch of the new brand campaign, Karl Symes, Head of Marketing Communications at Irish Life said: "We are very proud to be celebrating 75 years in business in Ireland, it's a fantastic milestone for the company and for the people who work here, however we're more excited about looking forward to the future."

He added: "In more recent times, Ireland has become one of the world's leading business locations for technology and digital companies and Irish people are now some of the earliest adopters and biggest users of digital and social media. At Irish Life, we've lead the way in providing our customers and financial brokers with easy to use on-line services and apps to help improve their experience. With the launch of our new website www.irishlife.ie, customers now have a range of new tools and guides to help them to plan confidently for the future."

For more information on Irish Life and to view a full list of products available, visit www.irishlife.ie

¹ Coyne Omnibus Research of 1,000 adults in September 2014.

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About Irish Life:

Established in 1939, Irish Life is Ireland's leading provider of pensions, investments and life insurance. Since July 2013 Irish Life has been part of the Great-West Lifeco group of companies, one of the world's leading life assurance organisations.

Irish Life is committed to delivering innovative products backed by the highest standards of customer service and, as part of Great-West, has access to experience and expertise on a

global scale, allowing the company to continuously enhance its leading range of products and services.